GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

General Administration (I&PR) Department – Social & Digital Media Wing functioning in Information & Public Relations Department– Shifted to Andhra Pradesh Digital Corporation Limited (APDC) - Orders – Issued.

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GENERAL ADMINISTRATION (I &PR) DEPARTMENT

G.O.RT.No. 791 Dated: 05-05-2020

Read the following:

1. From the Commissioner, I&PR, A.P., Vijayawada Lr.No. 005589/Admn.I-2/2019, Dt. 13-11-2019.
2. G.O.Rt. No. 1822, GA(I&PR) Deptt., dt 09.08.2019.
3. G.O.Rt. No. 2029, GA(I&PR) Deptt., dt 13.09.2019 .
4. G.O.Rt. No. 2407, GA(I&PR) Deptt., dt 29.10.2019.
5. G.O.Rt. No. 738, GA(I&PR) Deptt., dt 28.04.2020.
6. G.O. Ms.No. 19, Energy, I&I (Airports) Deptt, dt 31.03.2020.
7. G.O.Rt. No. 86, Infrastructure & Investment (Airports) Deptt., dt. 10.04.2020.
8. From the Secretary to Hon'ble Chief Minister , Govt of Andhra Pradesh in CMO Note No.74/Secy to CM/2020, dt 20.04.2020.

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O R D E R:-

In the reference 1st read above, the Commissioner, Information &Public Relations has reported that the Government of Andhra Pradesh is working on 100% saturation mode in delivery of welfare schemes i.e., no one who is an eligible beneficiary should be left out of the schemes. This requires creation of awareness about the scheme, eligibility criteria and the agencies that need to be approached to get enlisted as beneficiaries. All these activities require publicity and IEC activities through different modes viz., Print, Electronic, Outdoor and more importantly Social and Digital Media. Further, an exclusive group to promote "Navaratnalu"and other flagship programmes of the Government through Digital Media is needed to bring about the much needed awareness among beneficiaries.

2. Therefore, the Commissioner, Information & Public Relations, A.P, Vijayawada has requested the Government to hire the services of Digital Campaigners through outsourcing mode to carry out awareness activities on 'Navaratnalu' and other flagship programmes of government schemes.

3. Accordingly, in the G.O's. 2nd to 5th read above, Government have issued orders to appoint the following individuals in Information & Public Relations Department for effective implementation of the Social & Digital Media Platform.

Sl No.	Name of the individual	Designation	G.O Rt/GO Ms.
a	Sri Venkata Devendra Reddy Gurrampati.	Chief Digital Director	G.O.Rt. No. 1822, GA(I&PR) Deptt., dt 09.08.2019.
b	Permitted the Commissioner, I&PR to engage an agency to fill (113) posts for a period of (08) months w.e.f 01.08.2019 on out sourcing basis.	Special Officer Social Media, Content Developer, Social Media Analysts) .	G.O.Rt. No. 2029, GA(I&PR) Deptt., dt 13.09.2019.
c	Sri C.V.Reddy and Sri Brahmanada Pathro	Chief Digital Directors	G.O.Rt. No. 2407, GA(I&PR) Deptt., dt 29.10.2019.
d	Sanctioning of (25) Digital Campaigners for a period of one year initially w.e.f 18.02.2020 on outsourcing basis.	Digital Campaigners	G.O.Rt. No. 738, GA(I&PR) Deptt., dt 28.04.2020.

(P.T.O)

Besides above, Government vide Memo No. GAD01-Accomisc/9/2019, dt. 20.03.2020 issued orders for Accommodation of functionary of Digital Media Unit as per provisions of G.O.Ms. No. 134, GA(GPM&AR) Deptt., dt. 13.06.2016.

4. In the G.O 6th read above, Government have issued orders to reconstitute and renamed the Andhra Pradesh Content Corporation Limited (APCC) as Andhra Pradesh Digital Corporation Limited (APDC) as a 100% state owned Company and the Board shall appoint a professional management team including Managing Director and Chief Executive Officer(CEO) and a core management team with salary as per market standard as applicable for such institutions so as to manage day to day operations of the company in a professional and competent manner in line with industry's best practices.

5. In the G.O 7th read above, Government have appointed Sri Chinna Vasudeva Reddy as Vice Chairman & Managing Director, Andhra Pradesh Digital Corporation Limited (APDC).

6. Government, have taken a view that the Social and Digital Media Wing functioning in Information & Public Relations Department may be shifted to shift to Andhra Pradesh Digital Corporation Limited(APDC).

7. After careful examination of the matter, Government hereby permit the Commissioner, I&PR, AP, Vijayawada to shift the entire Social & Digital Media Wing along with the individuals mentioned at para (03) above, presently with Information & Public Relations Department to the Andhra Pradesh Digital Corporation Limited (APDC) with immediate effect.

8. The Commissioner, Information & Public Relations, A.P, Vijayawada shall take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

T.VIJAY KUMAR REDDY
Ex-OFFICIO SPL.SECRETARY TO GOVT(I&PR)

To
The Commissioner, Information & Public Relations Department, A.P., Vijayawada.
The Vice Chairman & Managing Director, Andhra Pradesh Digital Corporation Limited (APDC).
Copy to:
The P.S. to Hon'ble Minister (I&PR)
The PS to Chief Secretary, Govt of Andhra Pradesh.
The PS to Secretary to Hon'ble CM.
The P.S. to Advisor (Communications)
The P.S. to E.O. Spl. Secretary to Government (I&PR).
The Finance (FMU-GAD.II) Deptt.
The Pay Accounts Officer, Andhra Pradesh Vijayawada
The Director of Treasuries and Accounts, Andhra Pradesh, Vijayawada
SF/SCs

// FORWARDED::BY ORDER //

SECTION OFFICER